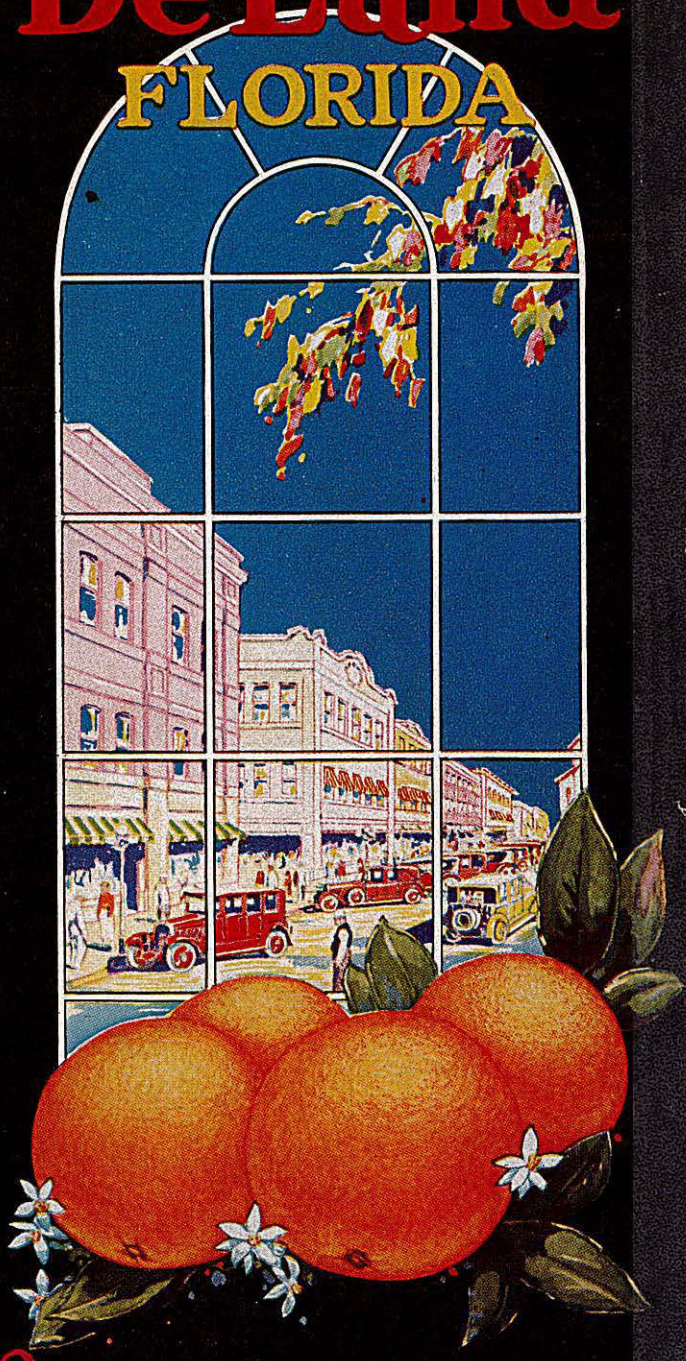
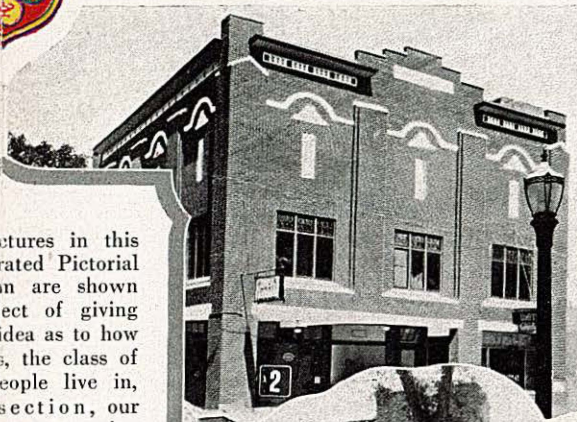
DeLand
FLORIDA



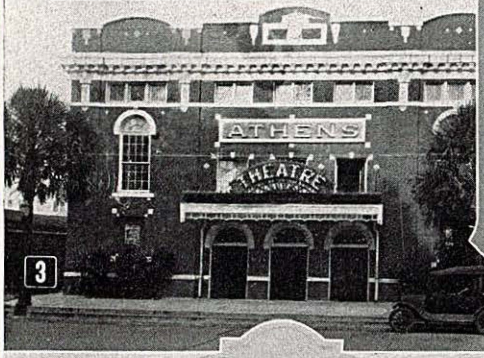
Famous for its Climate and Citrus

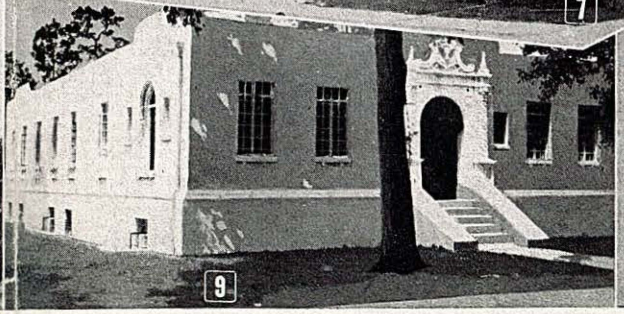
DeLand
FLORIDA

The Educational Center of Florida

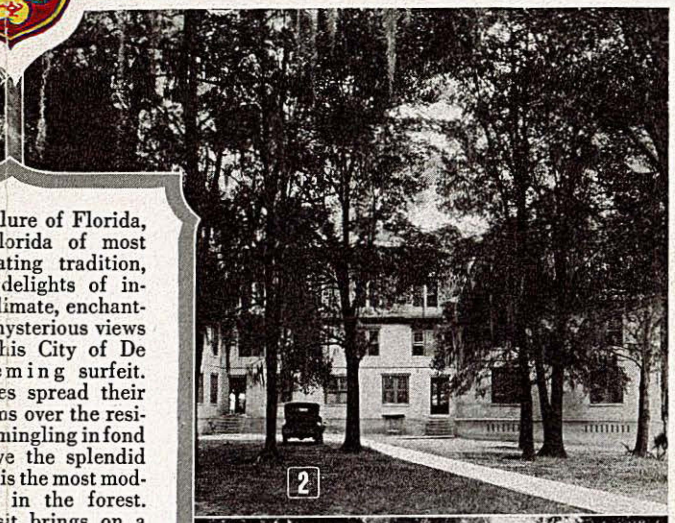


THE pictures in this illustrated Pictorial Album are shown with the object of giving some sort of idea as to how our city looks, the class of homes our people live in, our business section, our wonderful trees, our paving —in a word, we are doing our best to show the City of De Land as it is — actually as seen through the eyes. We cannot picturize the spirit that has brought this community into being, but a most hospitable invitation is extended to come and make your own deductions. De Land, "the Athens of Florida," is calling you!

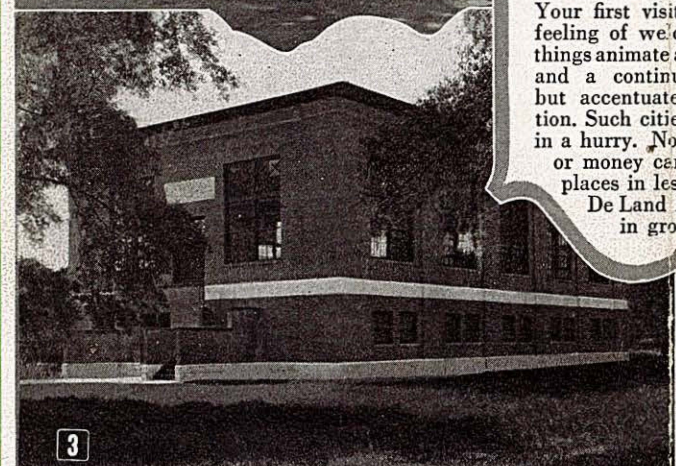


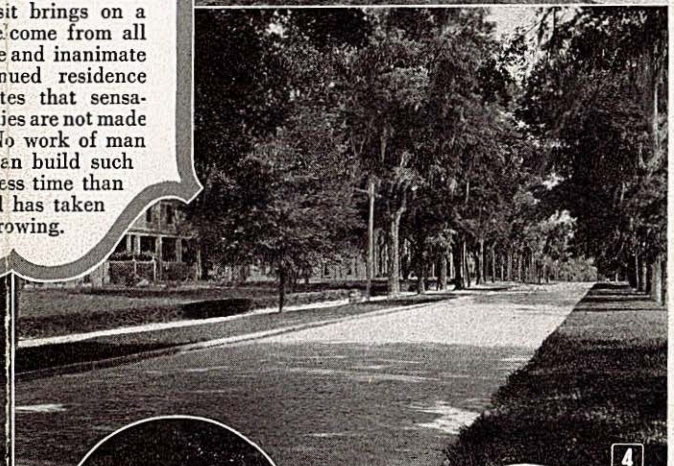


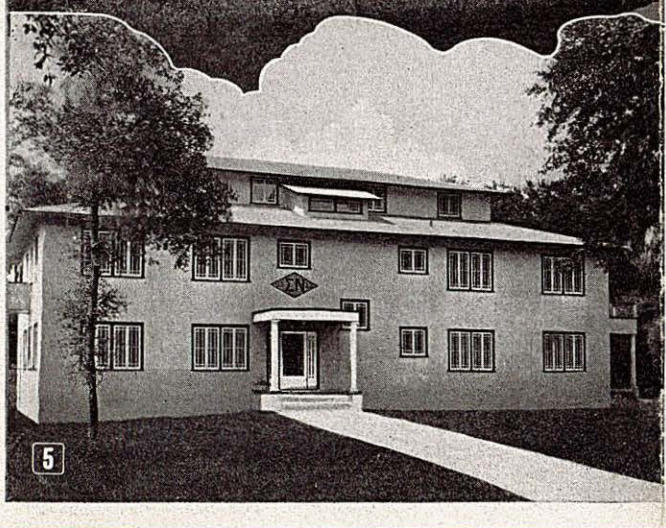
1. First National Bank. 2. Masonic Temple. 3. Athens Theatre. 4. Scarlett-Jordan Bldg. 5. Volusia Co. B. & T. Co. 6. Dreka Theatre. 7. Federal Bldg. 8. De Land's New City Hall. 9. New Elks' Home.

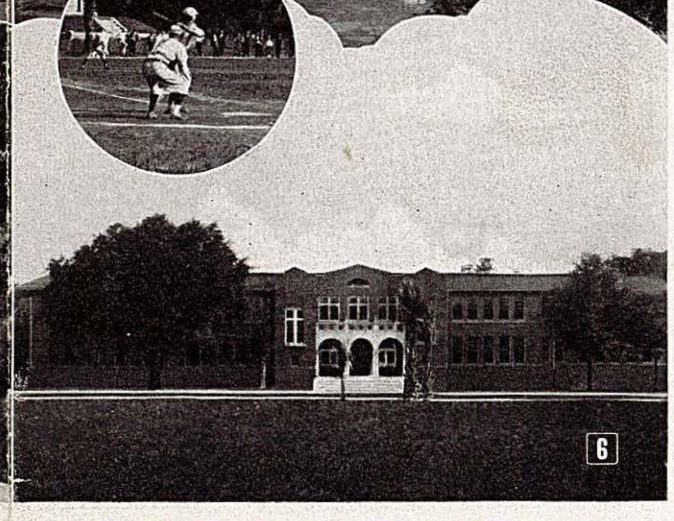


All the lure of Florida, the Florida of most fascinating tradition, of the pure delights of incomparable climate, enchanting, sweetly mysterious views—are upon this City of De Land in seeming surfeit. Towering trees spread their protecting arms over the residence streets mingling in fond embrace above the splendid paving. Here is the most modern of cities in the forest. Your first visit brings on a feeling of welcome from all things animate and inanimate and a continued residence but accentuates that sensation. Such cities are not made in a hurry. No work of man or money can build such places in less time than De Land has taken in growing.

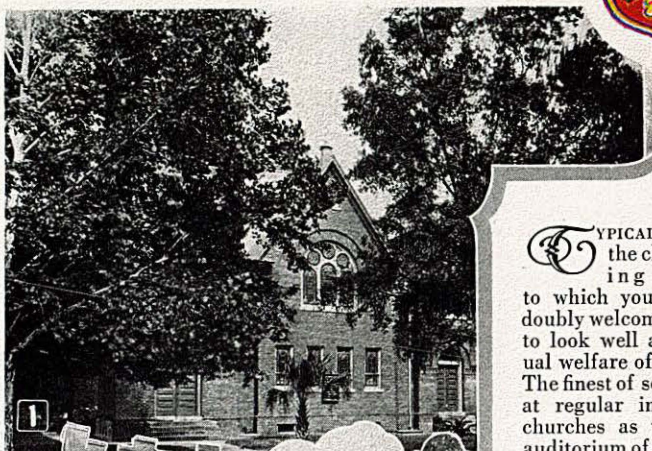


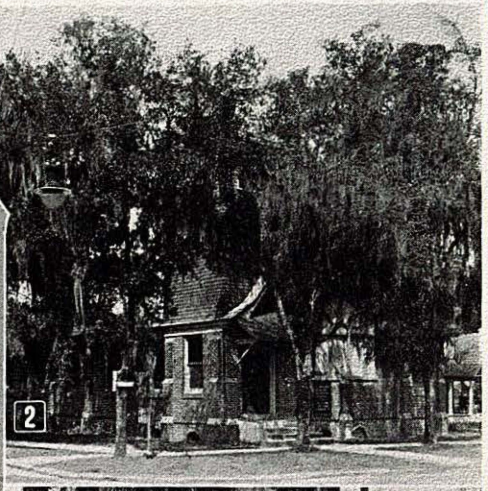




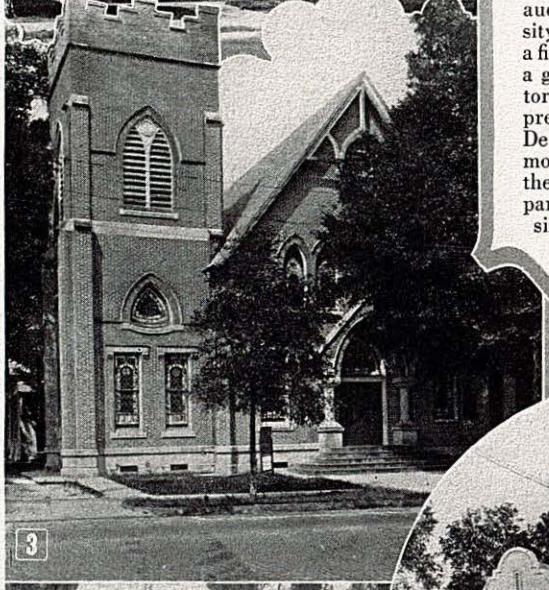


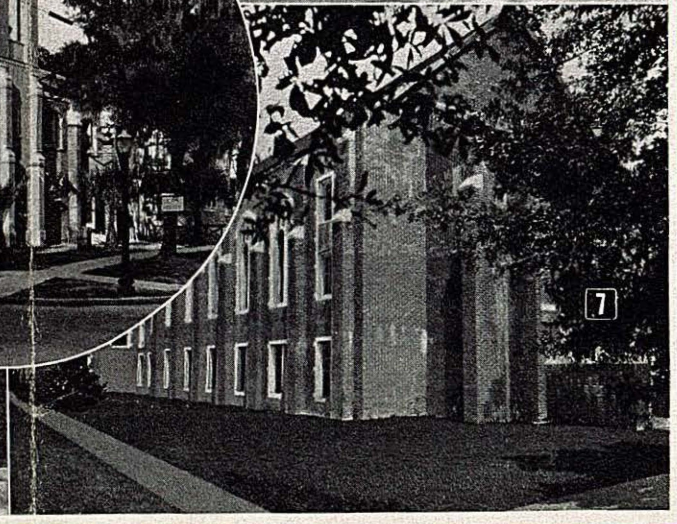
1. High School. 2. Conrad Hall. 3. Cummings Gymnasium. 4. Stetson Campus. 5. Sigma Nu House. 6. One of the New Public School Buildings.





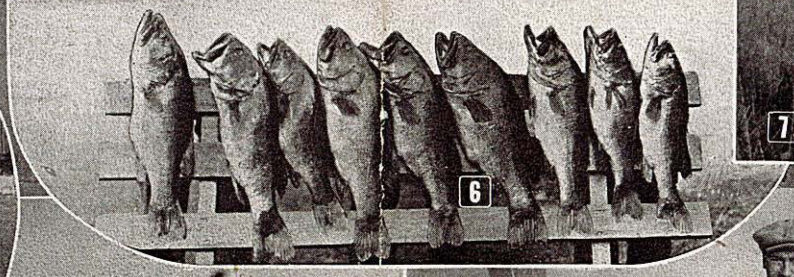
TYPICAL of De Land are the churches of varying denominations to which you will be made doubly welcome. We endeavor to look well after the spiritual welfare of you and yours. The finest of services are held at regular intervals in the churches as well as in the auditorium of Stetson University, where Vespers aided by a fine pipe organ have proven a great attraction to our visitors. We would like to impress upon you the fact that De Land feels proud of its atmosphere of friendliness and the churches form no small part of this much-to-be-desired condition. May we see you at services soon?

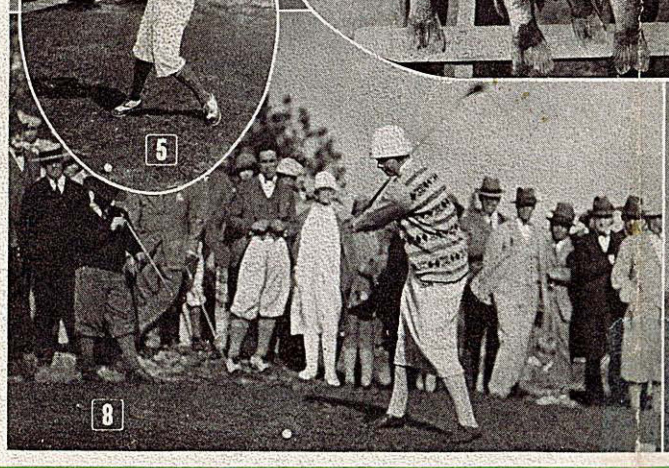




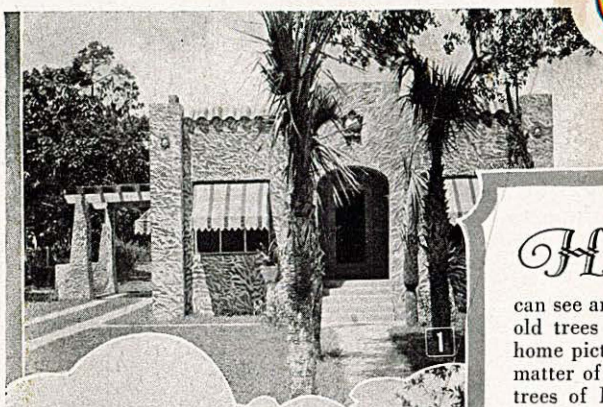
Churches: 1. Baptist. 2. Christian. 3. Presbyterian. 4. Episcopal. 5. Methodist Episcopal. 6. Catholic. 7. New Methodist Episcopal Church, South.

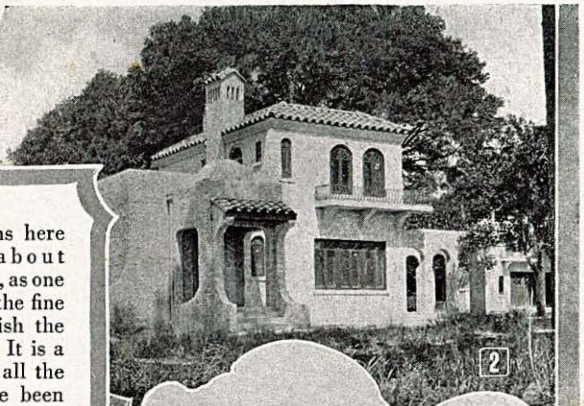
As THE district of De Land is an "outdoor country," it stands to reason that all the sports are indulged in by those who enjoy them. There are three of the finest of golf courses here and the best of hunting and fishing. This coming hunting season promises to be the best of history. The fishing is always good in both the salt waters that lie so close and the St. Johns, which wends its mighty way right at our door. The purely sport fisherman is due for a most pleasurable time in seeking De Land waters for his pastiming. The quieter games are much enjoyed in our city parks.



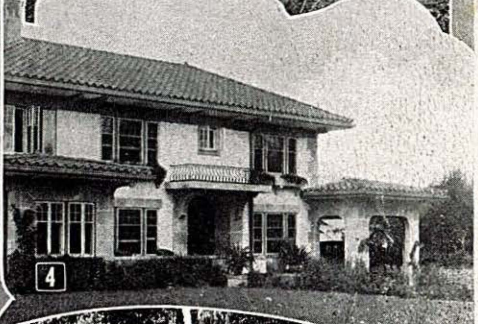


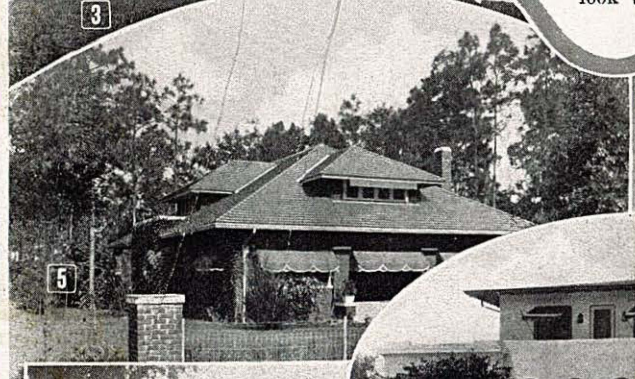
MECCA OF NIMRODS, ANGLERS AND RECREATIONISTS

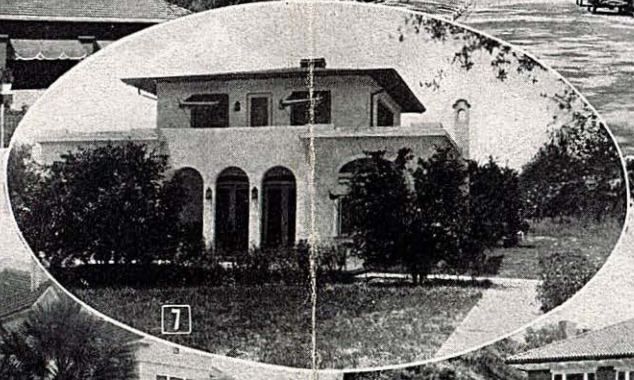


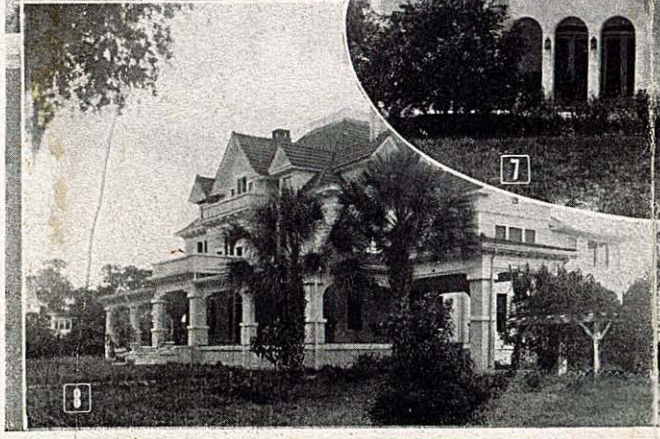


HOME locations here are just about ready-made, as one can see and judge by the fine old trees that embellish the home pictures shown. It is a matter of history that all the trees of De Land have been allowed to stand where they did not absolutely interfere with building and paving. The newcomer who is a home-builder always appreciates this plan. The soil of the district is so good that home plantings come with a rush and add their generous quota to home decoration. Nature has given much to the city and the city builders and all types of buildings look well here.

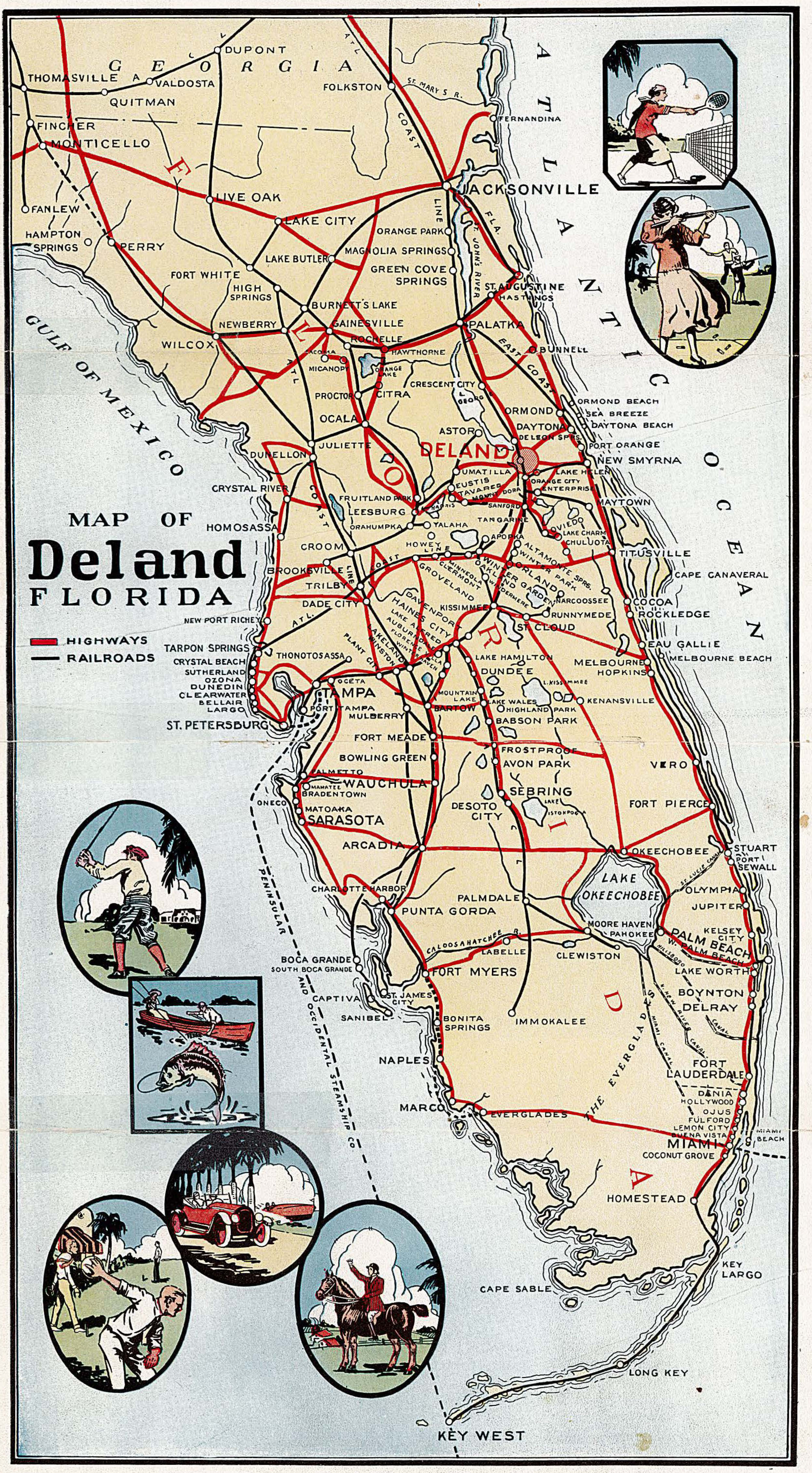






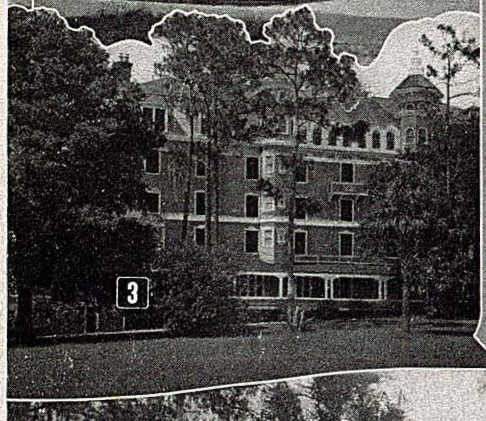


EXEMPLIFYING DE LAND
"THE HOME CITY"


MAP OF
Deland
FLORIDA
HIGHWAYS
RAILROADS
GEORGIA
ATLANTIC OCEAN
GULF OF MEXICO
DUPONT
THOMASVILLE
VALDOSTA
QUITMAN
FINCHER
MONTICELLO
FANLEW
HAMPTON SPRINGS
PERRY
LIVE OAK
LAKE CITY
FOLKSTON
ST. MARY'S R.
FERNANDINA
JACKSONVILLE
ORANGE PARK
MAGNOLIA SPRINGS
GREEN COVE SPRINGS
LAKE BUTLER
FORT WHITE
HIGH SPRINGS
BURNETT'S LAKE
NEWBERRY
GAINESVILLE
WILCOX
ROCHELLE
HAWTHORNE
MICANOPY
ORANGE LAKE
PROCTOR
CITRA
OCALA
JULIETTE
DUNELLON
CRYSTAL RIVER
HOMOSASSA
CROOM
BROOKSVILLE
TRILBY
DADE CITY
NEW PORT RICHEY
TARPON SPRINGS
CRYSTAL BEACH
SUTHERLAND
OZONA
DUNEDIN
CLEARWATER
BELLAIR
LARGO
ST. PETERSBURG
THONOTOSASSA
TAMPA
PORT TAMPA
MULBERRY
FORT MEADE
BOWLING GREEN
WAUCHULA
BRADENTOWN
ONECO
MATOAKA
SARASOTA
ARCADIA
CHARLOTTE HARBOR
PUNTA GORDA
BOCA GRANDE
SOUTH BOCA GRANDE
CAPTIVA
SANIBEL
ST. JAMES CITY
BONITA SPRINGS
NAPLES
MARCO
EVERGLADES
PENINSULAR AND OCCIDENTAL STEAMSHIP CO.
ST. JOHN'S RIVER
PALATKA
ST. AUGUSTINE
HASTINGS
BUNNELL
CRESCENT CITY
ORMOND
ORMOND BEACH
SEA BREEZE
DAYTONA
DAYTONA BEACH
DELEON SPRS.
PORT ORANGE
NEW SMYRNA
ASTOR
DELAND
UMATILLA
LAKE HELEN
ORANGE CITY
ENTERPRISE
EUSTIS
TAVARES
MOUNT DORA
SANFORD
MAYTOWN
FRUITLAND PARK
LEESBURG
ORAHUMPKA
YALAHA
TANGARINE
OVIEDO
LAKE CHARM
CHULUOTA
APOPKA
HOWEY LINE
ALTAMONTE SPRS.
WINTER PARK
TITUSVILLE
CAPE CANAVERAL
MINNEOLA
CLERMONT
GROVELAND
OAKLAND
WINTER GARDEN
ORLANDO
WINDERMERE
NARCOOSSEE
COCOA
ROCKLEDGE
KISSIMMEE
RUNNYMEDE
ST. CLOUD
DAVENPORT
HAINES CITY
LAKE ALFRED
AUBURNDALE
FLORENCE VILLA
WINTER HAVEN
LAKELAND
WINSTON
PLANT CITY
LAKE HAMILTON
DUNDEE
EAU GALLIE
MELBOURNE
MELBOURNE BEACH
HOPKINS
L. KISSIMMEE
KENANSVILLE
MOUNTAIN LAKE
LAKE WALES
HIGHLAND PARK
BARTOW
BABSON PARK
FROSTPROOF
AVON PARK
VERO
SEBRING
DESOTO CITY
LAKE ISTOKPOGA
FORT PIERCE
OKEECHOBEE
STUART
PORT SEWALL
LAKE OKEECHOBEE
OLYMPIA
JUPITER
PALMDALE
MOORE HAVEN
PAHOKEE
PALM BEACH
W. PALM BEACH
KELSEY CITY
CALOOSAHATCHEE R.
LABELLE
CLEWISTON
FORT MYERS
LAKE WORTH
BOYNTON
DELRAY
IMMOKALEE
THE EVERGLADES
FORT LAUDERDALE
DANIA
HOLLYWOOD
OJUS
FULFORD
LEMON CITY
BUENA VISTA
MIAMI
MIAMI BEACH
COCONUT GROVE
HOMESTEAD
KEY LARGO
CAPE SABLE
LONG KEY
KEY WEST

1

2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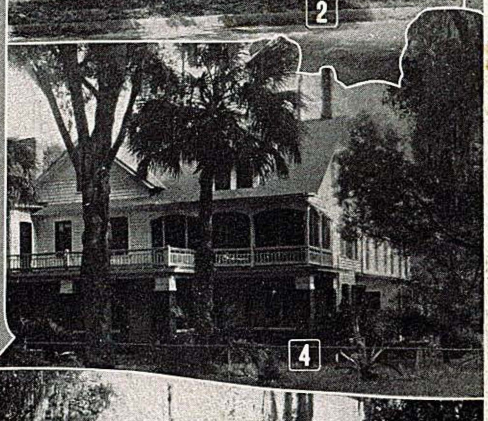
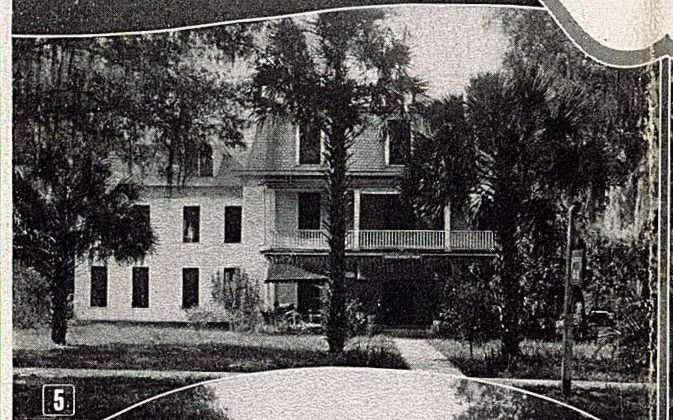

4

In De Land's hotels and apartments you may live reasonably. We have your comfort in view if you are a stranger and your welfare at heart if you care to take up a residence with us. De Land should be your destination if coming to Florida. Elaborating on this would be superfluous in our opinion, for we have done all those things that will add to your comfort. This is truly a city of many phases that go to swell the general attractiveness, and there is no limit to which we will not go in making your stay a pleasant one, whether it be long or short. Invariably we extend hospitality to the newcomer.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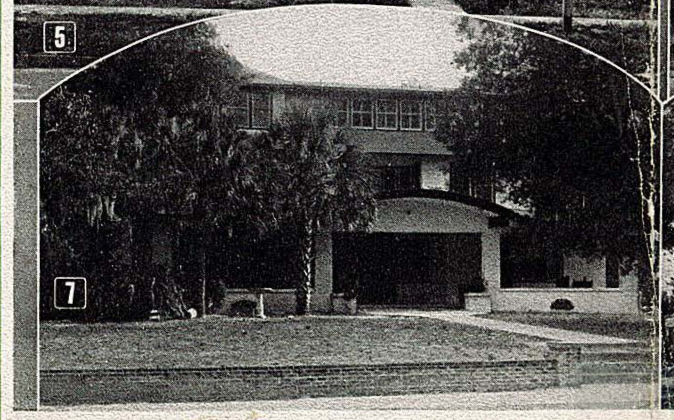
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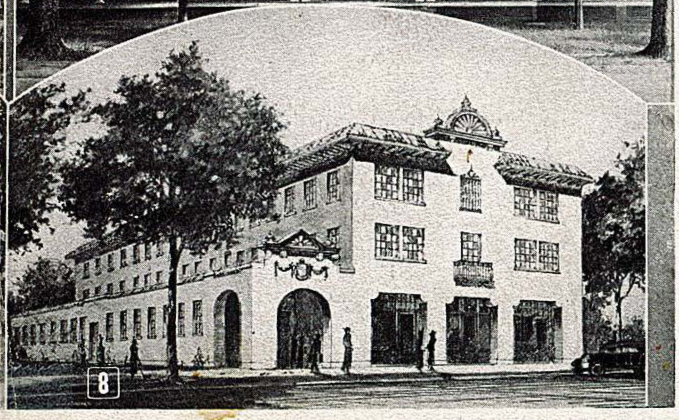
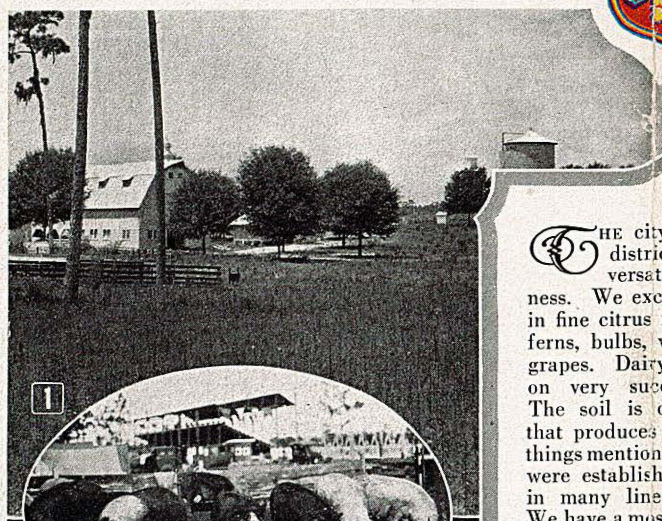
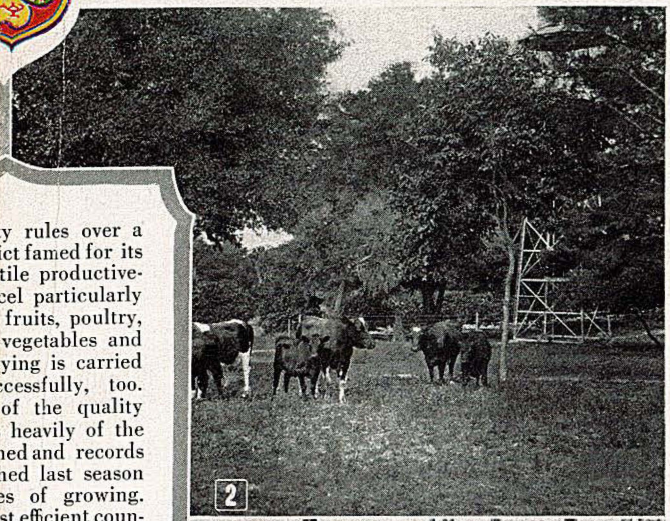

8

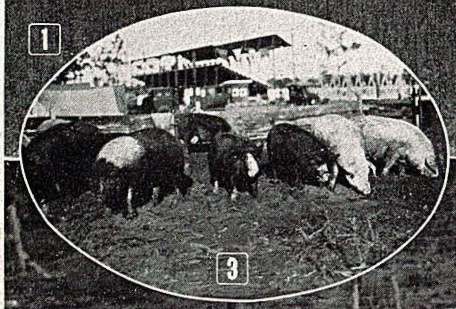
1. New Hotel Putnam. 2. The Carrollton. 3. College Arms.
4. The Palms. 5. Inglehart Inn. 6. The Lexington.
7. Eastwood Terrace. 8. Hotel DeLand.

WE HERE present a few views depicting wonder spots that remain just about the same as when Juan Ponce de Leon sought the fabled "Fountain of Youth" in this part of Florida. All are very short drives from the heart of the city. There is a coloring over all that is impossible to produce by the hand of a master artist, let alone in mere black and white, as here presented. Suffice it to say that contact with these scenes will have a rejuvenating effect on jaded nerves and cause those dreams to come that will re-people these historic spots with the Indian and early adventurer.

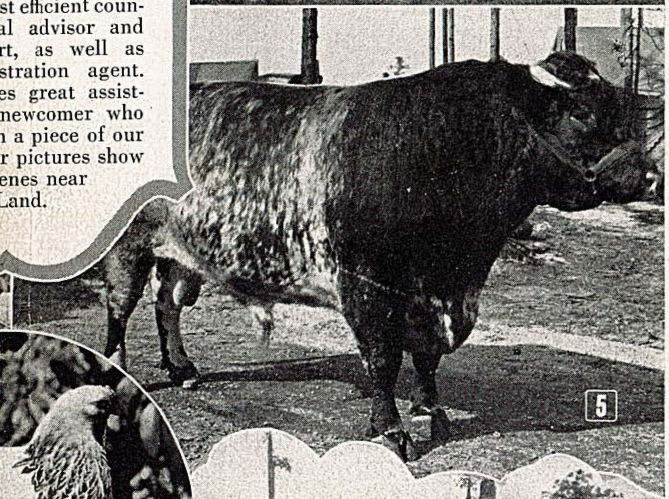
THE SURROUNDING COUNTRY ABOUNDS IN SYLVAN BEAUTY

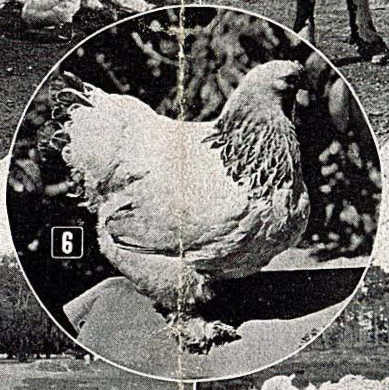


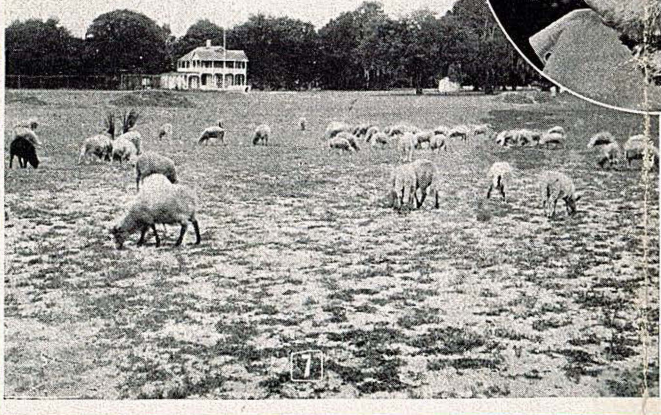




THE city rules over a district famed for its versatile productiveness. We excel particularly in fine citrus fruits, poultry, ferns, bulbs, vegetables and grapes. Dairying is carried on very successfully, too. The soil is of the quality that produces heavily of the things mentioned and records were established last season in many lines of growing. We have a most efficient county agricultural advisor and poultry expert, as well as home demonstration agent. This trio gives great assistance to the newcomer who would settle on a piece of our farm land. Our pictures show actual scenes near De Land.

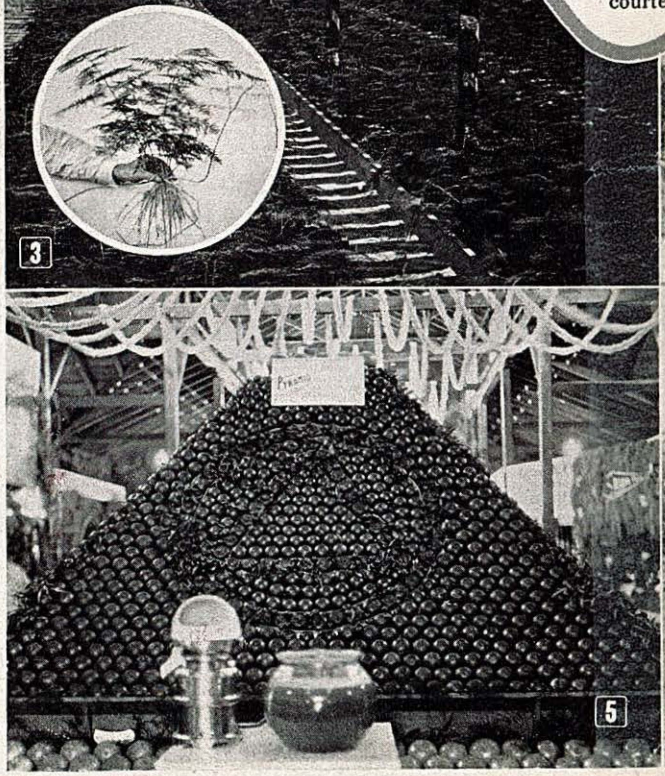






EVIDENCES OF A SUBSTANTIAL BACK COUNTRY

"AGAIN we urge you to get acquainted with what De Land has to offer. The city has long been known as "The Athens of Florida," owing to its very fine educational facilities. Heading the list is Stetson University, known internationally, and it is located fairly in the heart of the city in seventeen fine buildings. The public schools are most modern, with studies and advantages that place students in position to take up a college career. We have special literature on all things connected with De Land and the large and flourishing district it serves. Write us, describing your wants, and they will be filled—promptly and courteously.



FLORIDA'S MOST VERSATILE AGRICULTURAL SECTION

PRINTED BY THE RECORD COMPANY, ST. AUGUSTINE, FLORIDA, U. S. A.